

Pitch Patterns

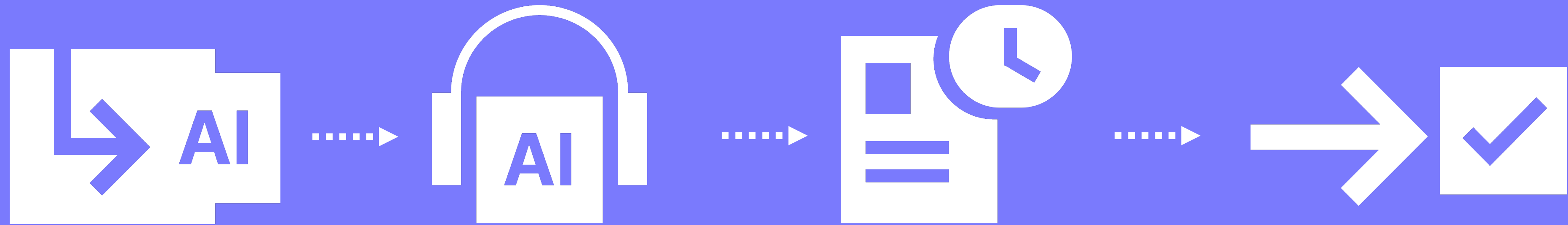


See conversations

Manual process



Automated process



Video or audio call linked with CRM automatically

All recordings listened automatically

Calls flagged, reports generated automatically.
Time saved.

Measurable process *improved conversion rates.*

Tracking soft-skills

| AGENT | CALLS | SPH | CLOSED SALES | TALKING | POSITIVITY | PATIENCE | TALKING PACE | PATIENCE |
|------------|-------|-----|--------------|---------|------------|----------|--------------|----------|
| Robert A. | | | | | | | | |
| James W. | 35 | 3 | 21% | 39% | 41% | 60% | 145wpm | 91% |
| Michael S. | | | | | | | | |



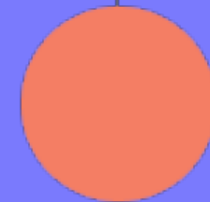
Performance

Check the performance of the whole sales team at one glance.



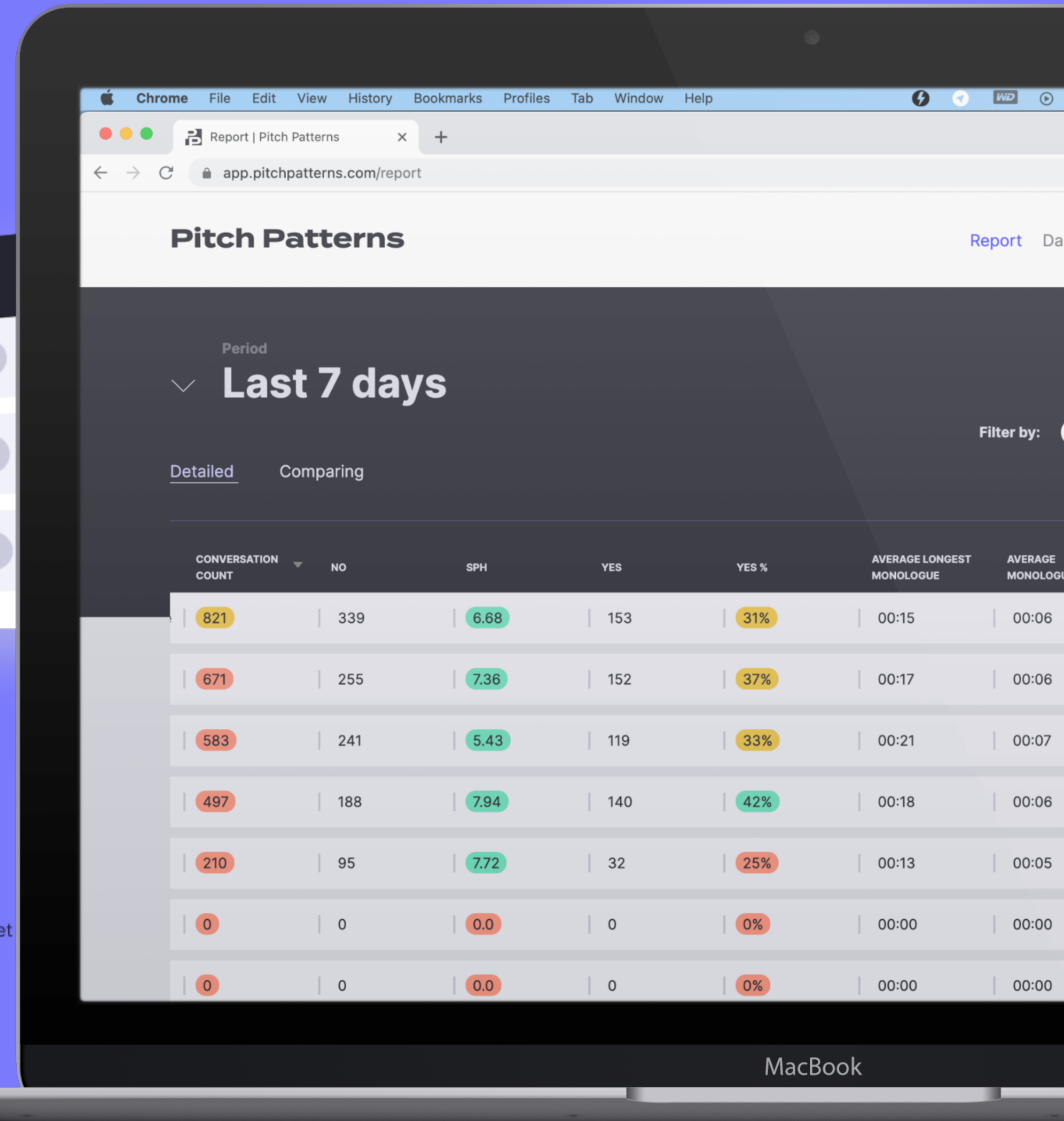
Metrics

Check different type of key conversational metrics to find out what drives sales.



Indicators

Track conversational metrics set against your desired goals.



Tracking hard-skills

Markers

Positive Issues

| No | Marker | Content | Emotions |
|----|------------------------|---------|----------|
| 1 | Negative tone of voice | | |



Markers

See issues automatically marked. Save time by knowing where to focus attention first.



Meta analysis

See which emotional moments happened at what exact time moments.

Analysis

2:32

Markers

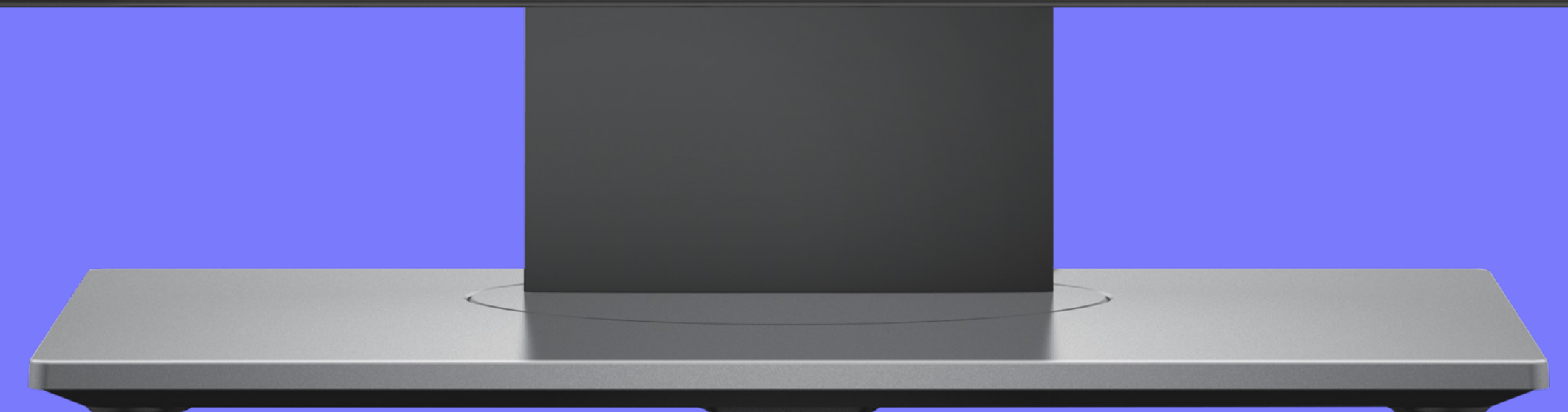
Agent

Client

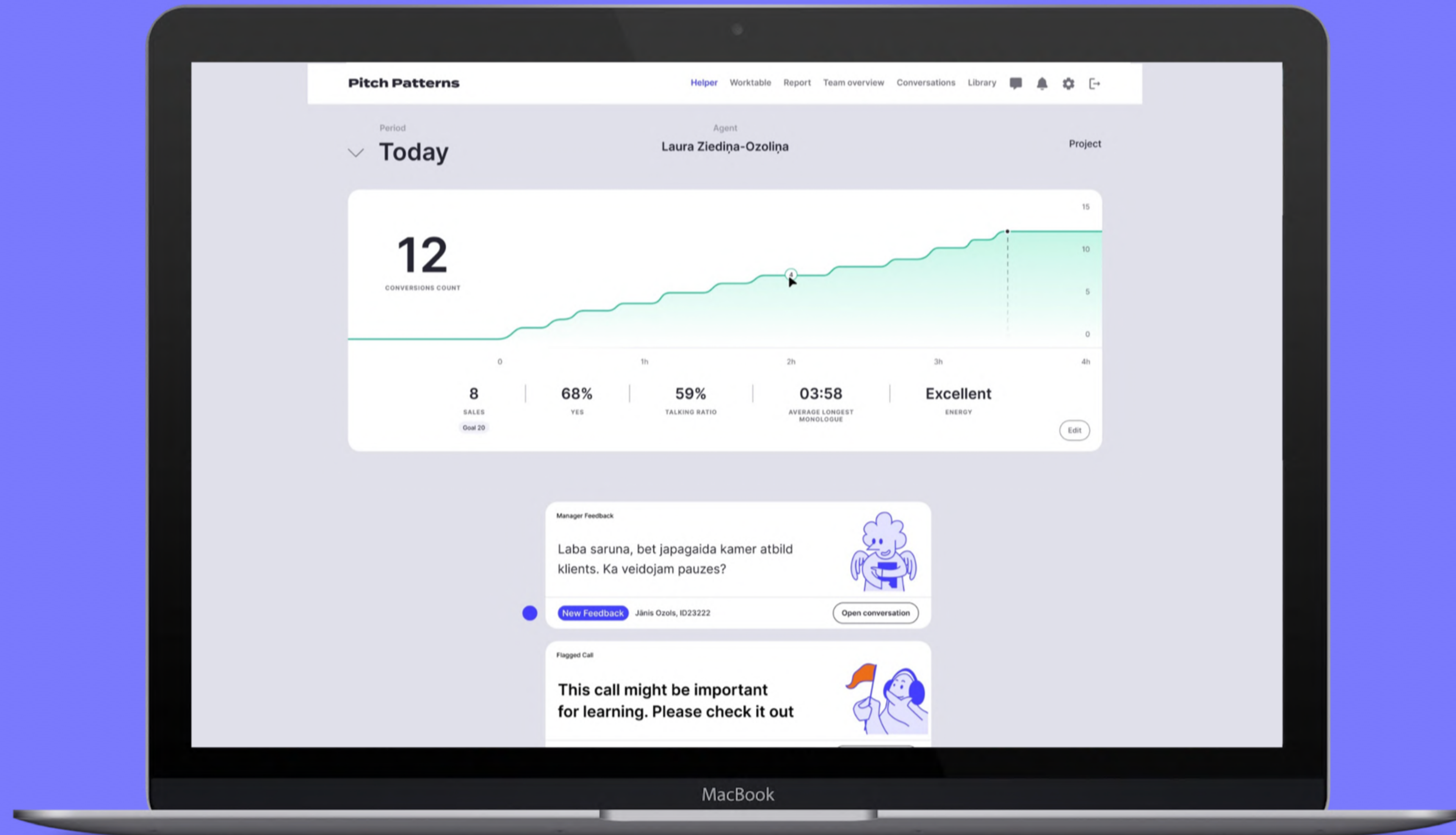
Topics

Topics

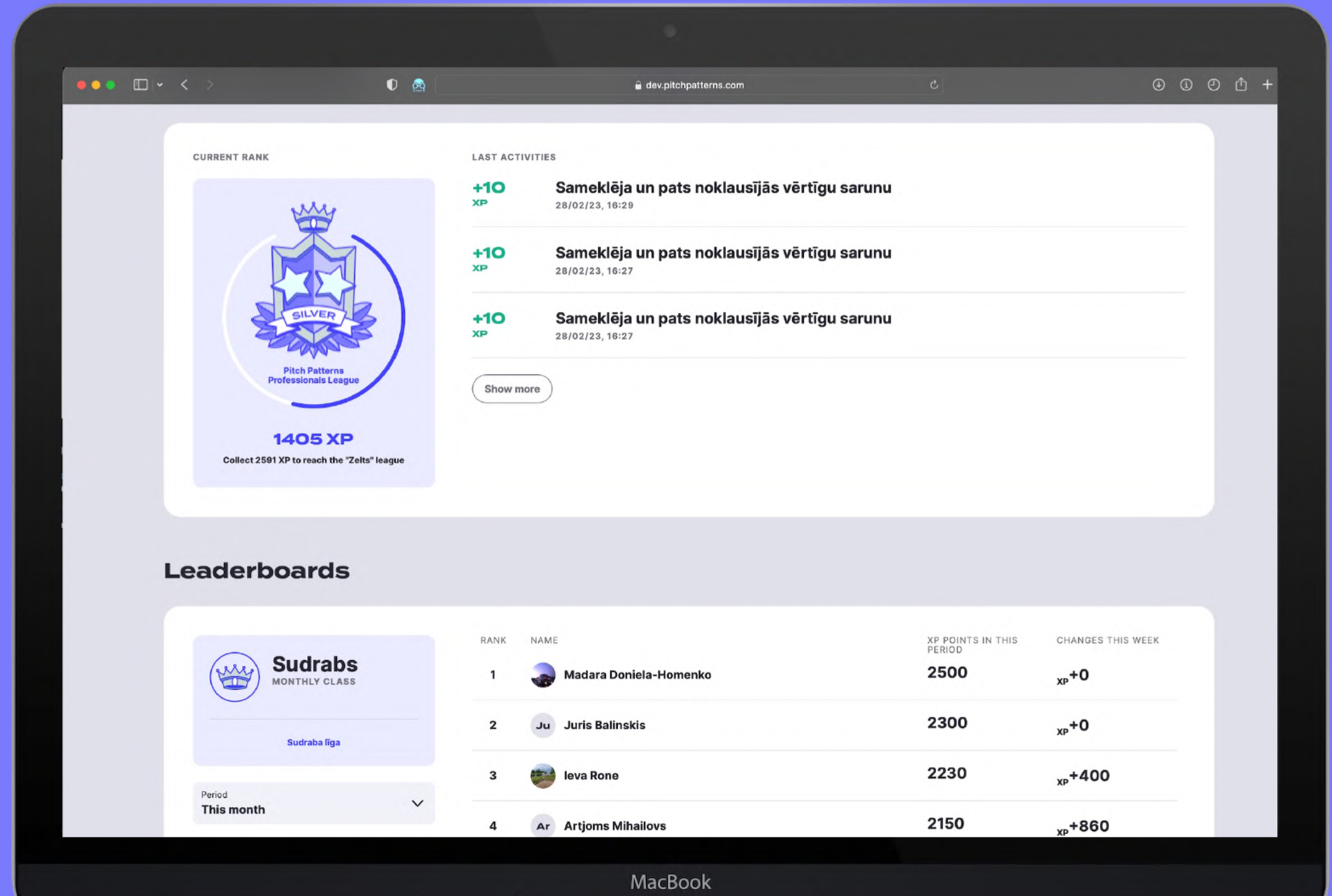
| Agent | Client | Summary |
|-------------------------|-------------------------|-------------------------|
| 41% Pricing | 25% Pricing | 80% Pricing |
| 26% Features | 48% Features | 50% Features |
| 16% Introduction | 17% Introduction | 25% Introduction |



Flag problematic calls



Leaderboards system for motivation



Our clients



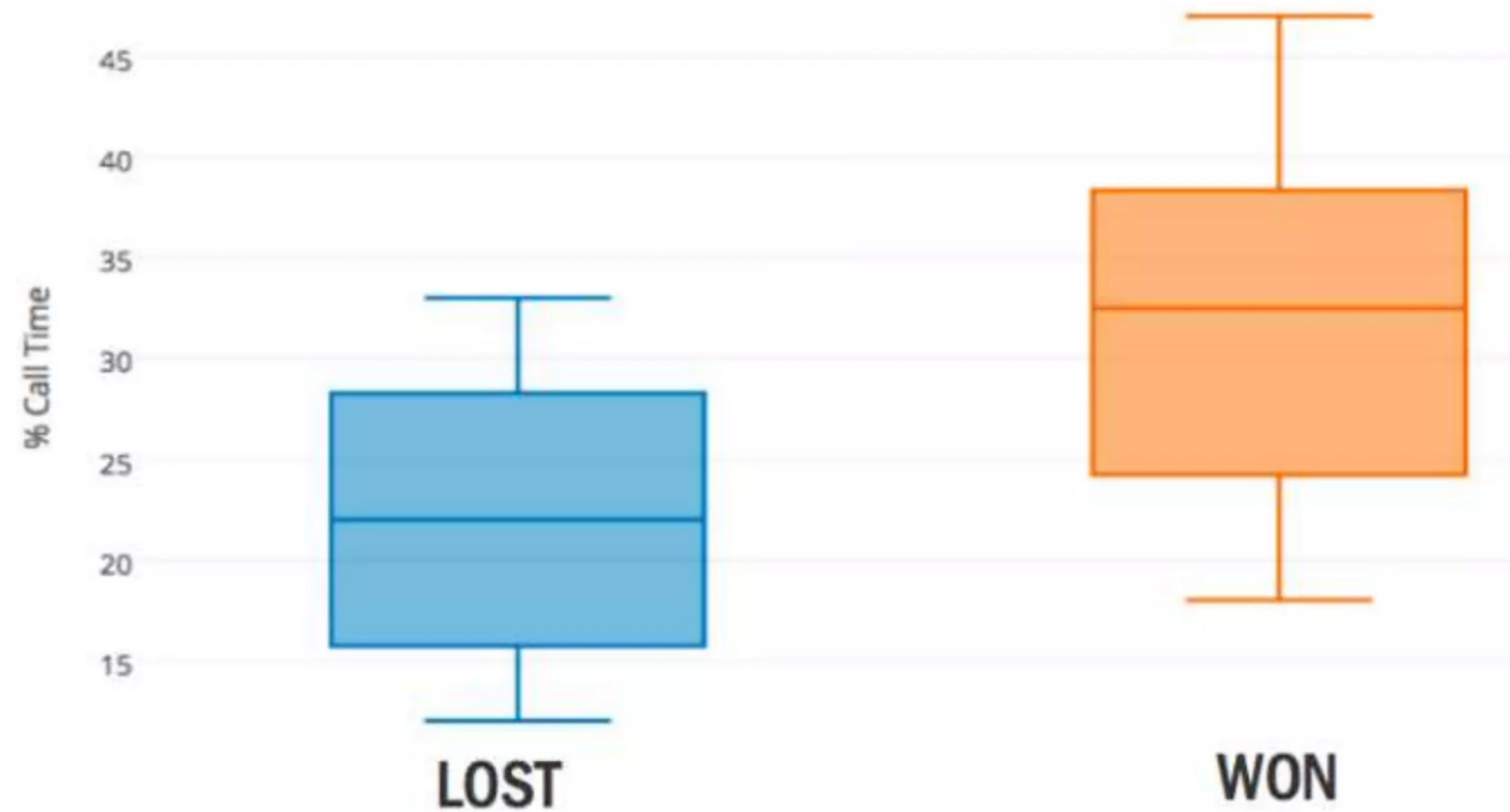
Case study #1

The debt collector company discovered that it is possible to increase the Inkasso conversion rate by **17%** by applying the following strategies:

1. Start the conversation with kind words and official greeting "**Mr Urtans, how are you doing**".
2. Ensure that the client himself says what and when the "**next action**" or "**next payment**" will be.
3. **Use empathy in voice**, if client is sad then agent should also adapt.
4. If the client says he has "**no time**" 24% more likely to pay the debt, those who have time to talk are less likely to pay the debt.

Case study #1

Win/Loss by Prospect Talk %



*“Increasing the prospect’s talk time from **22%** to **33%** significantly boosts opportunity win rates”*

Case study #1

Ask the right *amount* of questions



Case study #2

The customer service company (Locksmith) discovered that it is possible to increase the conversion rate by **5%** by applying the following strategies:

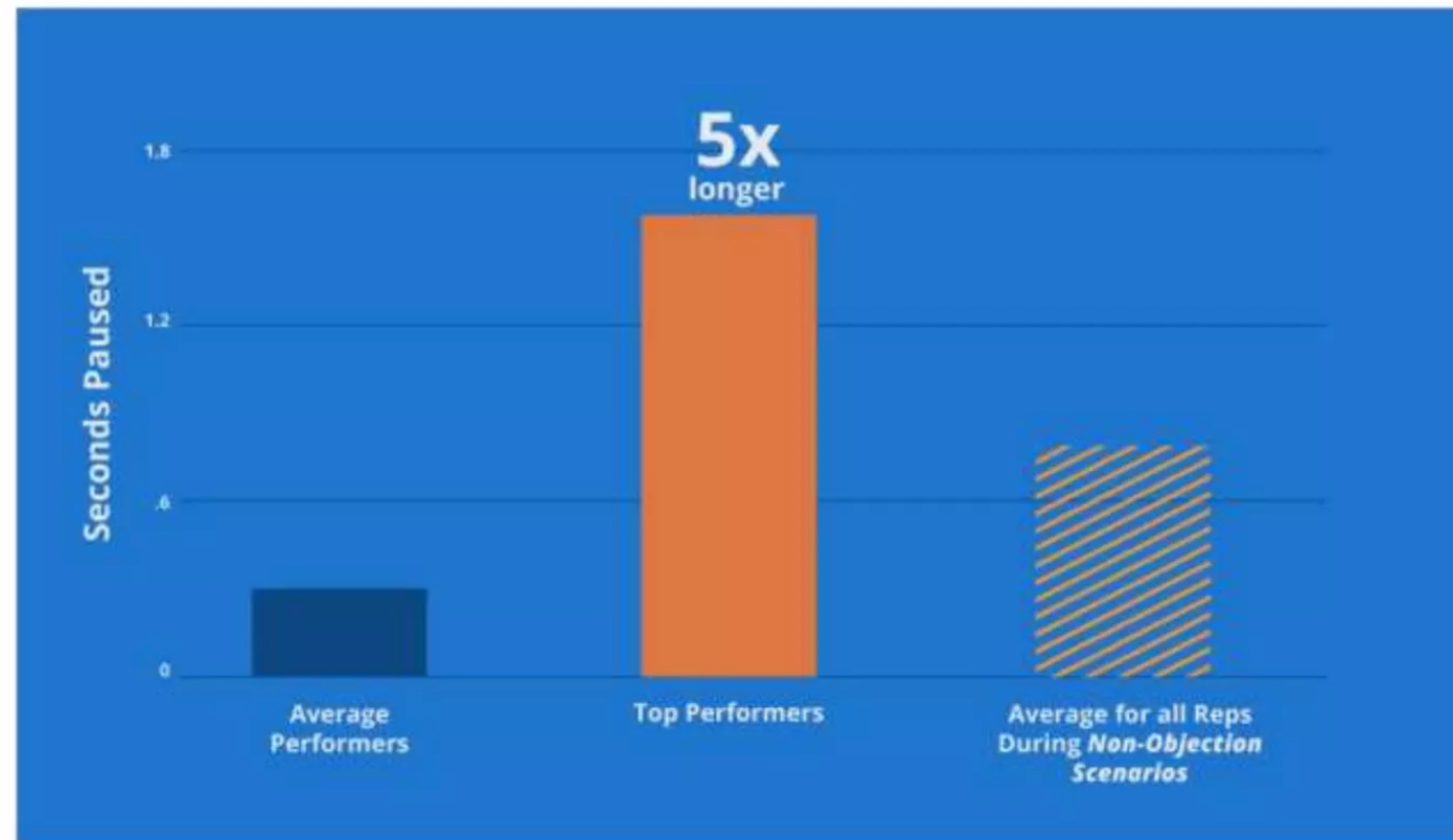
1. It is more likely to close the deal if the agent gives “**educational advice**” or “**consultation**” about materials, methods, etc. rather than give price straight away
2. More likely to close deal if prolong conversation and **delay pricing topic**.
3. If you client is objecting the price, ask for the **budget** and, if possible, offer a discount.
4. If cancelation, then **ask for reason**, in 3% cases using questions possible to win back deal
5. It is more likely to close deal when **using empathy in voice**, if client is sad then agent also should adapt.
6. It is more likely to close deal when using **words of comfort**.

Case study #2

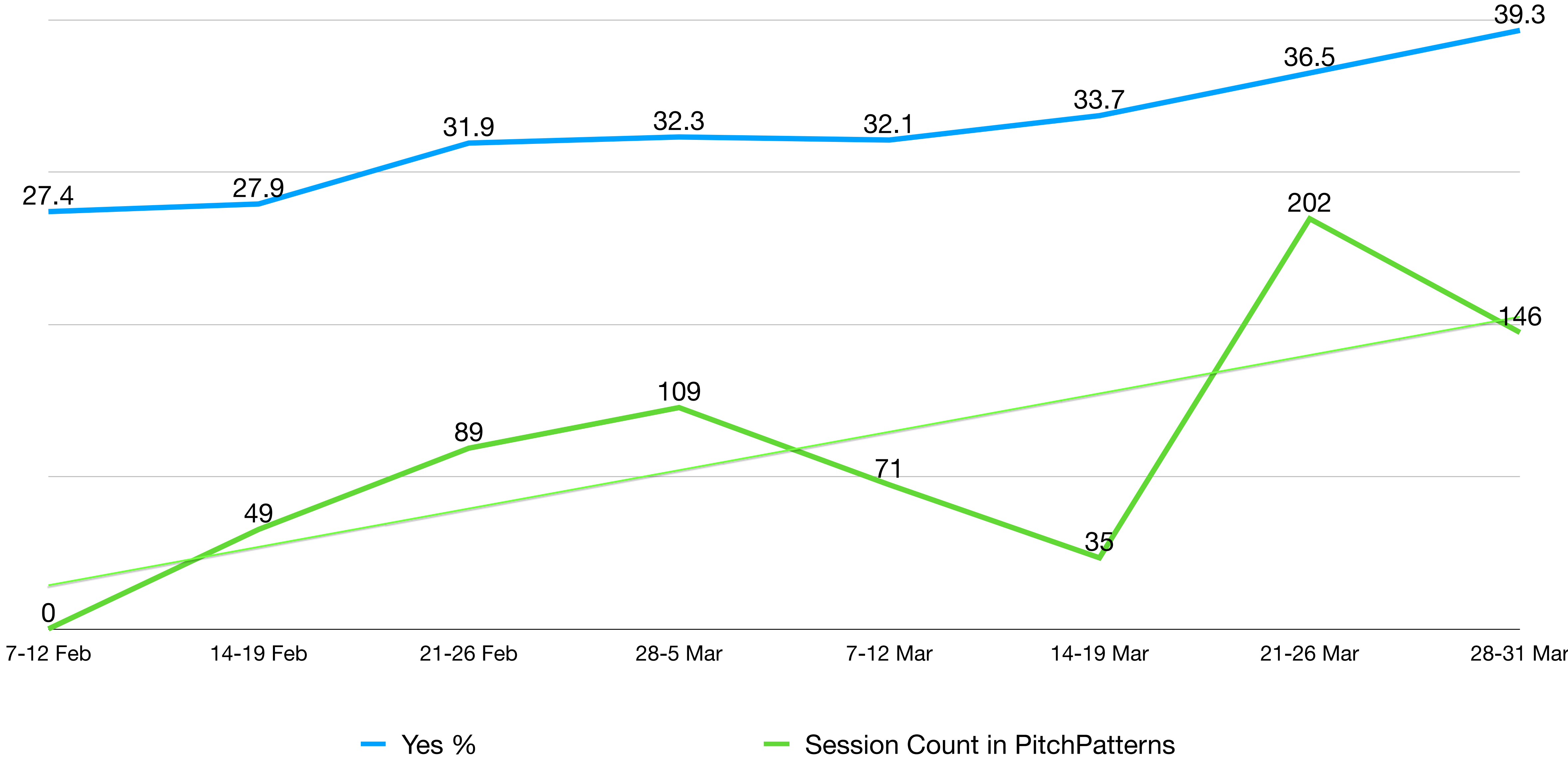


Case study #2

Successful reps “pause” 5x longer after objections



43% improvement in closed sales



Integrations with video and telephony services



+ 10 more integrations...

Integrations with CRMs



pipedrive[™]

HubSpot

 **monday.com**

+ 10 more integrations...

Pitch Patterns

POSITIVE CALLS



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